

## CARRIAGE RIDES, KRIS KRINGLE & CAROLS (NEIGHBORHOOD)

Get your clients in the holiday spirit with horse-drawn carriage rides with Santa. If you have a clubhouse in your neighborhood, reserve it for this event. That way, you'll have a warm place for guests to gather while they await their turn. To get started, check your local listings for companies that offer carriage rides. Make sure you book your date and time as soon as possible because reservations around the holidays go quickly. Hire a Santa Clause or find a friend to dress up for you. Get the word out by sending a flyer to your neighborhood, advertising in your community newsletter, and posting on social media. Consider ways to create the ultimate holiday vibe by decorating the clubhouse, playing favorite holiday tunes, and offering festive food and drink for your neighbors to enjoy. You may also want to provide activities for the kids to keep them busy while they wait. Consider having arts and crafts tables where children can decorate ornaments or cookies. Incorporating a toy drive is also a great way to give back. Encourage your neighbors to bring an unwrapped gift to benefit a local children's organization. Anyone who brings a donation will be entered into a prize drawing.

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### WHO TO INVITE

Extend your invitation to the entire neighborhood. However, let people know that carriage rides will be available on a first-come basis so it's important to get to the event early to sign up for a time slot.

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### TIMING

Host this event any time between Thanksgiving and Christmas.

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### VENUE

If you have a neighborhood clubhouse, reserve it for this event. This way, carriage rides can be picked up in the parking lot. While people are waiting, they can hang out in the clubhouse and visit with friends and neighbors.

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### AGENDA

Events always run smoothly when there's a plan. Here's our recommended schedule of events.

1. Welcome
2. Carriage Ride Sign Up
3. Mix and Mingle/Arts and Crafts for Kids/Food & Beverage
4. Carriage Rides
5. Thank You for Coming

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### WHAT YOU NEED

#### Supplies

- ☐ Tables (for food and arts and crafts)
- ☐ Plastic table coverings
- ☐ Holiday decorations (streamers, table confetti, balloons, Christmas tree, twinkle lights, etc.)
- ☐ String (to hang decorations)
- ☐ Tape (for decorating)
- ☐ Scissors (for decorating)
- ☐ Extension cords
- ☐ Hot beverage dispensers (hot water and coffee)

- ☐ Insulated cups
- ☐ Coffee sleeves
- ☐ Coffee cup lids
- ☐ Coffee stirrers
- ☐ Napkins
- ☐ Treat bags
- ☐ Candy canes (from Santa)
- ☐ Basket (for candy canes)
- ☐ Trash can
- ☐ Trash bags
- ☐ Recycle bin
- ☐ Blankets (to keep people warm on the sleigh ride)

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

# Awkward Agent®

- ☐ Christmas carol song booklets (for carriage rides)
- ☐ Holiday craft kits for kids
- ☐ Christmas cookie cut-outs (for cookie decorating)
- ☐ Frosting (for cookie decorating)
- ☐ Sprinkles (for cookie decorating)
- ☐ Santa suit (if you know someone who will dress up)
- ☐ Collection box (for toy drive)
- ☐ Raffle box
- ☐ Raffle tickets
- ☐ Prizes (for toy drive raffle)
- ☐ Sound system/speaker
- ☐ Camera or phone for taking pictures

## Food & Drink

Offer your guests holiday treats and beverages while they're waiting for their turn on the carriage. Suggestions include:

- ☐ Hot chocolate packets
- ☐ Whipped cream (for hot chocolate)
- ☐ Mini marshmallows (for hot chocolate)
- ☐ Chocolate shavings or red and green sprinkles (for hot chocolate)
- ☐ Apple cider packets
- ☐ Cinnamon sticks (for cider)
- ☐ Coffee (with individual creamers and sugar packets)
- ☐ Bottled waters
- ☐ Holiday cookies and bars
- ☐ Fudge

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## GOOD VIBES ONLY

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### Icebreaker

Spread holiday cheer for all to hear. Encourage neighbors to sing holiday carols during their carriage ride. Provide song booklets on board so everyone can belt out their favorite holiday tunes without missing a word.

### Music

Holiday music puts everyone in the holiday spirit. Assemble a playlist of your favorite tunes or download one off of Spotify.

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## HELPFUL TIPS

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### Get the Word Out

We recommend advertising your event with the following:

- ☐ Event flyer
- ☐ Social media
- ☐ Community newsletter
- ☐ Email
- ☐ Text messages
- ☐ Personal phone calls

### Collateral

Further promote your personal brand with the following:

- ☐ Holiday song booklets (for carriage ride)
- ☐ Coffee sleeve labels
- ☐ Wine labels (if you decide to provide alcohol)
- ☐ Beer labels (if you decide to provide alcohol)
- ☐ Bottled water labels
- ☐ Treat bag labels
- ☐ Thank you cards
- ☐ Event posts on social media with shout outs

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